

## AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior listings of claims in this application.

1. (Currently Amended) A method of generating data sets associated with an entity, comprising:

determining when the entity selects a first service or product;

generating a first data set having a first attribute associated with the first service or product;

wherein the first data set is generated by a digital video recording (DVR) device, the first data set including a unique identifier associated with an entity, a date, a time and a title of a program or movie selected by the entity for recording on the DVR;

determining when the entity selects a second service or product;

generating a second data set having a second attribute associated with the second service or product; and,

wherein the second data set is generated by a personal computer separate from the (DVR) device, the second data set including a unique identifier associated with an entity, a date, a time and a web address accessed by the personal computer;

determining when the entity selects a second service or product;

generating a third data set having a third attribute associated with the third service or product;

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wherein the third data set is generated by a store computer, the third data set including a unique identifier associated with an entity, a date, a time and a title of an item purchased by the entity; and,

generating a fourth ~~third~~-data set based on the first, second and ~~third~~second attributes when a portion of data associated with the first attribute is substantially similar to a portion of data associated with the second attribute and third attribute.

2. (Original) The method of claim 1 wherein the determining when the entity selects the first service or product comprises determining whether the entity purchases the first service or product.

3. (Original) The method of claim 1 wherein the determining when the entity selects the first service or product comprises determining whether the entity submits an order for the first service or product.

4. (Original) The method of claim 1 wherein the portion of the data associated with the first attribute comprises textual data and the portion of the data associated with the second attribute comprises textual data.

5. (Currently Amended) The method of claim 4 wherein the generating the third fourth data set based on the first, second -and ~~third~~second attributes includes:

determining whether at least a portion of the textual data of the first attribute is identical to at least a portion of the textual data of the second attribute and third attribute; and,

forming the ~~third-fourth~~ data set having a third-fourth attribute containing at least a portion of textual data from one of the first, ~~and second~~ and third attributes.

6. (Original) The method of claim 1 wherein a first network device generates the first data set.

7. (Currently Amended) The method of claim 6 wherein a second network device generates the second data set, the second data set is generated by a cell phone equipped with a barcode scanner, the second data set including a unique identifier associated with an entity, a date, a time and a universal product code (UPC) from a barcode scanned by the barcode scanner, the UPC corresponding to the second service or product.

8. (Currently Amended) The method of claim 7 wherein a ~~third-fourth~~ network device generates the fourth ~~third~~ data set.

9. (Original) The method of claim 1 wherein the entity comprises one of a person and a group of people.

10. (Currently Amended) A system for generating data sets associated with an entity, comprising:

a first device configured to determine when the entity selects a first service or product and generating a first data set having a first attribute associated with the first service or product;

wherein the first device is a digital video recording (DVR) device, the first data set including a unique identifier associated with an entity, a date, a time and a title of a program or movie selected by the entity for recording on the DVR;

a second device configured to determine when the entity selects a second service or product and generating a second data set having a second attribute associated with the second service or product; and,

wherein the second device is a personal computer separate from the (DVR) device, the second data set including a unique identifier associated with an entity, a date, a time and a web address accessed by the personal computer;

a third device configured to determine when the entity selects a third service or product and generating a third data set having a third attribute associated with the third service or product;

wherein the third device is a store computer, the third data set including a unique identifier associated with an entity, a date, a time and a title of an item purchased by the entity; and

a third-fourth device configured to generate a third-fourth data set based on the first and second and third attributes when a portion of data associated with the first attribute is substantially similar to a portion of data associated with the second attribute and third attribute.

11. (Original) The system of claim 10 wherein the first device is further configured to determine when the entity selects the first service or product by determining whether the entity purchases the first service or product.

12. (Original) The system of claim 10 wherein the first device is further configured to determine when the entity selects the first service or product by determining whether the entity submits an order for the first service or product.

13. (Currently Amended) The system of claim 10 wherein the portion of the data associated with the first attribute comprises textual data and the portion of the data associated with the second attribute and third attribute comprises textual data.

14. (Currently Amended) The system of claim 10 wherein the third-fourth device is further configured to generate the third-fourth data set by determining whether at least a portion of the textual data of the first attribute is identical to at least a portion of the textual data of the second attribute and the third attribute, and forming the third-fourth data set having a third-fourth attribute containing at least a portion of textual data from one of the first and second and third attributes.

15. (Original) The system of claim 10 wherein the entity comprises one of a person and a group of people.

16. (Canceled)

17. (Currently Amended) The system of claim ~~16~~10 wherein the second device comprises a second network device, the second device is a cell phone equipped with a barcode scanner, the second data set including a unique identifier associated with an entity, a date, a time and a universal product code (UPC) from a barcode scanned by the barcode scanner, the UPC corresponding to the second service or product.

18. (Canceled)

19. (Currently Amended) The system of claim 10 wherein the ~~third~~fourth device is operably associated with a grid computer network.

20. (Currently Amended) The system of claim 10 wherein the ~~third~~fourth device comprises a computer server communicating with the first, ~~and second~~ and third devices.

21. (Currently Amended) A storage medium encoded with machine-readable computer program code for generating data sets associated with an entity, the storage medium including instructions for causing at least one network element to implement a method comprising:

determining when the entity selects a first service or product;

generating a first data set having a first attribute associated with the first service or product;

wherein the first data set is generated by a digital video recording (DVR) device, the first data set including a unique identifier associated with an entity, a date, a time and a title of a program or movie selected by the entity for recording on the DVR;

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determining when the entity selects a second service or product;

generating a second data set having a second attribute associated with the second service or product; and,

wherein the second data set is generated by a personal computer separate from the (DVR) device, the second data set including a unique identifier associated with an entity, a date, a time and a web address accessed by the personal computer;

determining when the entity selects a third service or product;

generating a third data set having a third attribute associated with the third service or product;

wherein the third data set is generated by a store computer, the third data set including a unique identifier associated with an entity, a date, a time and a title of an item purchased by the entity; and

generating a ~~third-fourth~~ data set based on the first, ~~and~~ second and third attributes when a portion of data associated with the first attribute is substantially similar to a portion of data associated with the second attribute and the third attribute.

22. - 25. (Canceled)